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# THE CR Quarterly

HYPE & HUMOR

MIPCOM/Fall 2011

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## 200 NEW EPISODES OF PROGRAMMING!

## Hey! It's Lico!



How was your summer? Ours ended around here with a little earthquake and a big storm. The 5.9 quake hit on August 23. Most of us around here didn't feel it...though Johanna did upstairs, and Lou did while vacationing at...you guessed it...the Jersey Shore. No fair calling Lou, "The Situati-occhicone"... though he is Italian.

Just a few days later came the remnants of Hurricane Irene which, I assure you, everyone here *did* feel! Roads were blocked, and some were flooded in (Tatiana couldn't leave the house) or flooded out (Eric had a few inches of water in his basement). Most were without power....we didn't get ours back for a week! But when you saw the destruction the storm caused down South and up North, we all got out pretty lucky around here.

However, my much-talked-about lil' boat, 'bout Time, was swamped by Irene. A foot of water above deck, and when it was finally out of the water, it took over a half-hour to drain. The insurance company totaled it. So for those of you I've had the privilege of taking out on the Sound....hope you enjoyed it. The rest of you will have to wait until we sell enough programs to afford another!! Kidding - it was a small boat, showing that none of you ever overpaid.....

ARMAGEDDON? Oh my goodness...it's come to this. I'm still reeling from the meetings and conferences all year, when every single network programmer seemed to say that their program needs were simple, "Great Characters, Great Stories". Funny, until those proclamations, we were only pitching boring characters with no stories....

But a sure sign of the end of the world came for me recently when a network not really known for characters at all started with the same mantra. The network must go unnamed, but their schedule is a lot more in the creative/arts area than Snookie terrain. To hear them start with the whole character/story thing scared me: now, all schedules are headed toward sameness in approach. Like in so many sports, there is simply not enough "talent" (translation, characters) to go around.

JENNY JONES MOMENT? Recently I was quoted in The New York Times about the suicide of a spouse on THE REAL HOUSEWIVES. My point: In this search for "bipolar characters - 'cuz they're the best!", we're losing sight of the bigger picture. Some of these very willing participants (perhaps over-willing) have some serious problems, and even the most scrupulous vetting process cannot weed out the nut jobs. Which begets copycat nut jobs. Mom always said, "It's always fun...until someone loses an eye." Sure, it seems it's what viewers want... like a lot of pawn shows or cupcake shows...until they crater, and we all look around and say "Maybe it was overused...." (See MILLIONAIRE and TRADING SPACES for recent examples)

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Contact [nicole@cableready.net](mailto:nicole@cableready.net) to set up a meeting with one of our sales team members at MIPCOM!



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SEE YOU IN CANNES!

Hey It's Lico! continued...

FOX-Y ADDITION. For about a year now, David Fox has been a big part of the Companies, in particular, serving as a business advisor and Joint Venture Partner. To a great degree, that's involved getting a lot of new producers, mostly Canadian, into the family. Thanks to Dave, we're now proud to rep Arcadia Entertainment, Cream Productions, Anomaly Productions, Partners in Motion, Todd English, Up Front Entertainment and Aito Media. Already, there's fruit to the labor....SAW DOGS and DEALS FROM THE DARK SIDE from Buck, ESTHER EXTRAORDINAIRE and HOUSE OF BATS from Cream, MEREDITH HERON DESIGNS from UpFront, FOOD TRIP WITH TODD ENGLISH, AVEC ERIC from Anomaly...and those are just the completed programs. Look to inside for a lot more.

MARK YOUR CALENDAR! MIP 2012 will mark the 20th Anniversary of CABLEready (Are you kidding me??). MIP seems to start over the weekend, so it makes it weird to figure when most will be there. Why? 'cuz it's PARTY TIME! Another exclusive, rip-snotin' good time (remember 15? I still hurt...). So let us know when you plan to be in Cannes, and we'll work it around the majority.

TIME FOR MIPCOM! But you knew that. CABLEready is there, too, at the crossroads of the Riviera, R31.17. The team'll be there, and if we haven't bugged you enough for a meeting yet, then please, let's book something quick. 6 CABLEready folks, no waiting! And make certain you ask Reess for a demo of the New CableU! It blows away any other programming or research service.

Lots to show you and lots of love for you. After nearly 20 years as a business, we're grateful for a lot, but mostly for the relationships we've established that have kept us growing every year. Thanks...and see you soon!



## CABLEready PROGRAMMING NEWS

### DEVELOPMENT

CABLEready is pleased to announce the latest in-development programs:

#### HOLLYWOOD MEN



children with some degree of normalcy. **From Up Front Entertainment.**

#### SKY ER



Every weekend, the doors are thrown open to Hollywood's premier male revue show. This dynamic stage-show is set against the backdrop of gut wrenching efforts to stay fit and exhausting rehearsals to get it perfect. While one dancer tries to save a crumbling marriage, another fights for custody of a love child and yet another to raise his children with some degree of normalcy. **From Up Front Entertainment.**

The Sky ER teams makes rescues all over the world. Political unrest, non-existent infrastructure and dangerous weather conditions are just part of the job. These incredible teams have had to land in gale force winds, fight their way through a riot to get to a hospital, and bribe their way off the runway. **Also from Up Front Entertainment.**

#### THE KING OF CHEER



Coach David-Lee "Trace" Tracey's cheerleading team has won the National Championships 27 years in a row. Trace is a Texan through and through: he sports a cowboy hat, drives a pickup with horns, and wields a bullwhip at practice to keep his squad in line. Everything about Trace's larger than life approach is unconventional: his team doesn't go to traditional cheerleading camp, they go to shooting camp for group-building. They all "show off the skin." They're crazy - and the coach is nuts too. **From Medstar Television.**

### DISTRIBUTION

Meanwhile, our sales team has been busy finalizing deals including:

**MEDICAL DETECTIVES** - Third cycle of the series sold to Lifetime (US)



**SAW DOGS** - Sold to Velocity (US)

**WORLD CITIES** - Sold to 3net (US)

**INSIDE THE ACTORS STUDIO** - Sold to Orbit (Middle East) and NBC Universal (Italy)



**PRISON DIARIES** - Sold to Turner (Latin America)

**HOLLYWOOD ONE ON ONE** - Sold to SET (India) and Turner (Latin America)

**WOMEN BEHIND BARS Season 3** - Sold to Chellozone (UK)

**HOLLYWOOD DAILIES** - Renewed by NBC Universal (Latin America)



**RESCUE HELICOPTER, PRISON DIARIES, INSIDE THE ACTORS STUDIO and WOMEN OF THE HOLY KINGDOM** - Licensed by POLSAT, Poland

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**NEW PROGRAMS**

**ACROSS RUSSIA IN 30 DAYS (8 x 60)**



Famous European actor, Ville Haapasalo, hits the road again, travelling across one of the world's most controversial and surprising countries. Ville immerses himself in Russian culture and history from wedding celebrations to visiting a nuclear attack bunker; from a Communist Party protest to joining a Russian comedian for a fishing trip. **Produced by Aito Media.**

**AVEC ERIC (23 x 30)**



Avec Eric provides an insider's view of the professional life and lifestyle of one of the greatest chefs in the world today. Each episode is a journey from restaurant to the source of inspiration to your own home. We learn from the work and life of a master chef while he teaches us how to achieve four-star simplicity and elevate our own food experiences. **Produced by Anomaly Productions. Sold to Fox 24 Kitchen.**

**DEALS FROM THE DARK SIDE (13 x 30)**



Follows eccentric relic collector Steve Santini on his quest to buy and authenticate dark and haunted items for his unusual collections. Santini scours high and low looking for the rare, unusual and tragic; a Titanic deck chair, Jack the Ripper's knife, a monk's cloak from the Spanish Inquisition. Objects that are undeniably supernatural and are connected to iconic events and infamous people who have long since passed. **Produced by Buck Productions. Available 4Q 2011.**

**ESTHER EXTRAORDINAIRE (14 x 30)**



Million dollar designer Esther Tracy's motto is "Too much is never enough." And she means it. Her bold, opulent and excessive approach to her personal appearance is apparent in her decorating style, which has resulted in a stable of faithful clients with more than enough money to spend on her outrageous design plans. **Produced by Cream Productions for HGTV, Canada.**

**FOOD TRIP WITH TODD ENGLISH (11 x 30)**



Join chef and restaurateur Todd English as he travels the beautiful and exotic places around the world in search of culinary inspiration. Experiencing all that each location has to offer, from medieval culture in Tuscany to Zulu traditions in South Africa, he then returns to one of his many restaurants to create a newly inspired dish. **Produced by Todd English Productions. Sold to Fox 24 Kitchen.**

**HEARTBEAT (16 x 30)**



Follow families as they face one of the biggest turning points in their life - a birth of a child. Can a workaholic father finally give time to his family? How does the wife of a sailor cope with raising a family alone? Can a wannabe rockstar get his life back on track for the sake of his newborn child?

**Produced by Aito Media.**

**HOUSE OF BATS (2 x 30)**



Follows premier bat removal specialists and funny guys, Benny and Kenny, as they use their creativity and expertise to outsmart these furry, winged creatures. See their patience tested by that pesky bats and by each other as they show ingenuity and construction knowledge of the houses the bats are claiming as their own. **Produced by Cream Productions for HGTV, Canada.**

**INFANITY (57 x 30)**



Through cast interviews, profiles, behind-the-scenes footage, topical discussions, and exclusive sneak peeks of upcoming episodes, InFANity brings viewers ringside for their favorite shows, and with the most in-depth look anywhere on TV! **Produced by the TV Guide Network.**

**PRISON DIARIES (18 x 60)**



Prison Diaries takes the viewer on an exclusive and harrowing journey inside the female criminal mind to discover why women who are incarcerated in America's prisons don't just hurt the people they have been found guilty of murdering, but also the people they love, their own family and friends. **Produced by Burrud Productions. Premiered on TLC Sept. 22, 2011!**

**REELZCHANNEL PRESENTS (30 MINUTE WEEKLY SERIES)**



Movies, actors and special events can all be found in the spotlight, as these specials present material not available anywhere else - extended interviews, trailers and clips, behind-the-scenes reporting, and news. Specials include: Breaking Dawn: The Beginning of the End, Holiday Cooking with Celebrity Chefs and Richard Roeper's Holiday Movie Preview. **Produced by ReelzChannel.**

**RESCUE HELICOPTER (48 x 30)**



When emergencies occur at arctic latitudes in Finland, the Finnish Royal Guard are often the victims' only chance of survival. From bringing medical aid to those injured in a car crash, rescuing a family from a sinking boat, to saving the life of a baby, these medics do it all.

**Produced by Aito Media.**

**SAW DOGS (10 x 30)**



A team of the world's top chainsaw sculptors battle a deadline and conflicting artistic sensibilities to complete a series of commissioned wood carving projects on a scale never before seen. This series introduces us to the hidden folk art of "Chainsaw Carving" with the team matching their special skill sets and egos to each week's project. **Produced by Buck Productions/Sold to Velocity, US.**

**THIRD CLASS TRAVELLER (7 x 30)**



With only 100 US dollars to last an entire week, we follow comical host Julian Hanton as he reluctantly gives up the 5 star lifestyle and joins the multitudes of people seeking travel experiences on the cheap. Exploring some of Europe's most intriguing cities he has to rely on a little traveller's luck and the kindness of strangers. **Produced by Media Ark and The Inn Productions. (Available in North & South America only.)**

**THE WHITE CONTINENT (1 x 60)**



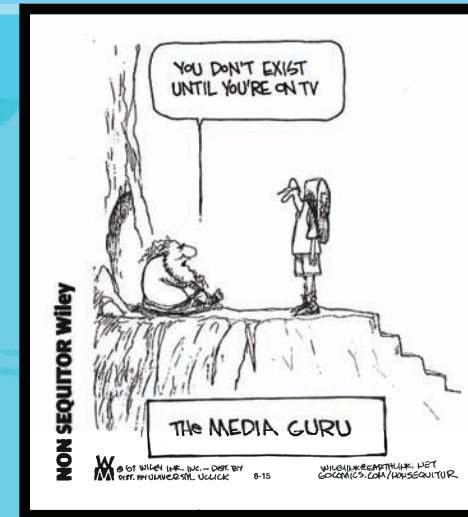
With unprecedented access to renowned scientists, Antarctic explorers and veteran expedition leaders, we explore the white continent known as Antarctica. Viewers are granted rare access to the US Antarctic Programs' Palmer Station, a year-round research center located on the least-inhabited area of the world. **Produced by Re:Source Media.**

**WOMEN BEHIND BARS (42 x 60)**



Women are supposed to be the gentler sex, the softer side of humanity. But some women do kill, and when they do, we want to know why. Go behind the killings to answer all of the burning questions...why they did what they did. **Produced by Burrud Productions for WEtv. Sold to Chellozone and Crime & Investigation (UK).**

I know, right?



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